

## INTISARI

Penelitian ini menguji hubungan diantara tiga elemen yang terdiri dari *core quality*, *relational quality* dan *perceived value* yang mempengaruhi *customer satisfaction*.

Subjek penelitian ini berjumlah 150 orang pelanggan salon penata rambut Jhonny Andean di Yogyakarta yang pernah dan telah memanfaatkan jasa salon penata rambut tersebut. Pengumpulan data dilakukan melalui penyebaran kuisisioner dengan teknik *non probability sampling* dengan metode *purposive sampling* dan *convenience sampling*. Model penelitian diuji dengan menggunakan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa *core quality* berpengaruh signifikan terhadap *customer satisfaction*, *relational quality* berpengaruh signifikan terhadap *customer satisfaction* dan *perceived value* berpengaruh signifikan terhadap *customer satisfaction*.

Kata kunci: *core quality*, *relational quality*, *perceived value*, *customer satisfaction*

## **ABSTRACT**

This research investigate the relationship between three elements consisted of core quality, relational quality and perceived value that influence of customer satisfaction.

The subject of this research were 150 hair style salon customers of Jhonny Andrean salon at Yogyakarta they has ever used service of these hair style salon. Collecting data was conducted by delivering quistioner with non probability sampling, purposive sampling and convenience sampling. Model of this research was tested using multiple regression analysis.

The result of this research concluded that core quality has influence significantly of customer satisfaction, relational quality has influence significantly of customer satisfaction and perceived value has influence significantly of customer satisfaction.

**Keywords:** core quality, relational quality, perceived value, customer satisfaction